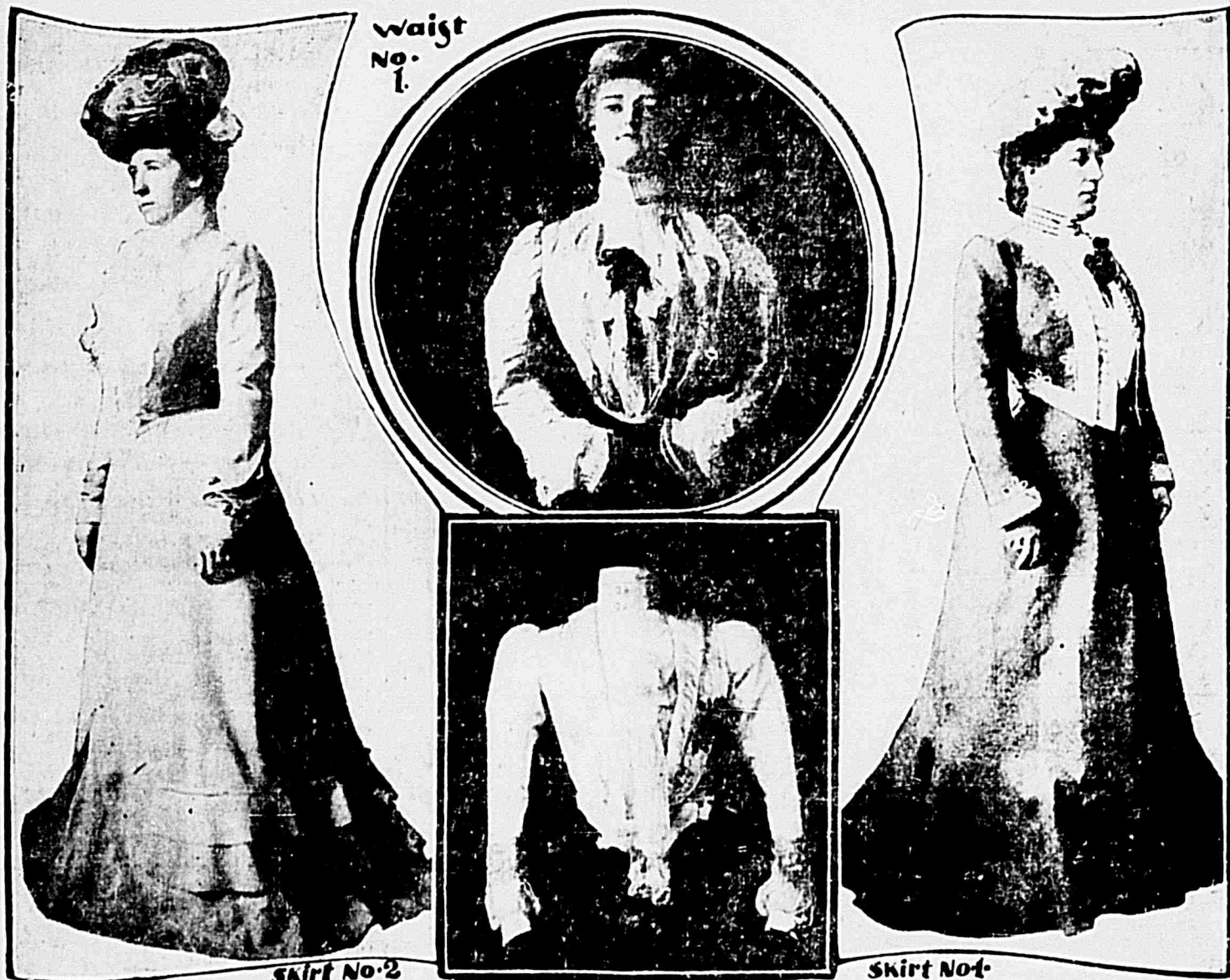


TWENTY GIRLS MET YESTERDAY AND TALKED ABOUT THE EASTER PRIZES.

FOUR OF THE FORTY-THREE EASTER SELECTIONS.



The accompanying illustrations show two tailor gowns and two silk shirt waists from Siegel-Cooper's, described in two of the letters entered in The Evening World's prize contest.

The photographer from The World went to Siegel-Cooper's, found the gowns, shirt waists and hats described and photographed them. Here they are, with the cost of each:

Suit No. 1 costs \$4.75. The hat may be copied for \$10. The waist costs \$20.75.

Suit No. 2 costs \$5. The hat may also be copied for \$10. The silk shirt waist costs \$10.50.

Shirt waist No. 1 costs \$15.75.

Shirt waist No. 2 costs \$15.75.

These were all photographed at Siegel-Cooper Company's store.

The girls at Wannamaker's store had a meeting yesterday noon, officially to discuss the Easter offer of The Evening World. Twenty girls were present, all of whom have been hearing and talking

about the descriptions they are to send in to The World. These are ready now to write the letters describing their selections.

The meeting was held to give the girls a chance to ask questions about

competing for the prizes and to tell their experiences. Similar meetings are to be held in the other shops.

One girl said her description of a suit, and she wanted the advice of the best about the most desirable Easter costume of the four.

One girl had requests from some of the customers for assistance in making their selections.

And one girl, who presided at the meeting, said she thought it would be a good idea for the girls to make it a point to tell the other girls who had not heard of the offer.

Like giving \$100.

"It's like giving \$100," she said, "to some girl who needs it. If we girls don't get one of these prizes, maybe we can tell somebody who will, and that will be helping them in a way. None of us can give away \$100, but in this way we can help some other girl to get the money, or its equivalent in goods that will last her a year."

That was the feeling of all present, and while nearly every one seems to have heard of the offer of The Evening World, there are still others to whom the news has not yet come.

The girls are meeting in the rest room at Wannamaker's, and are enthusiastic enough about the opportunity. The Evening World has given them. They are getting over the idea now that there is any

luck or chance about the offer, and that they must be specially qualified to try for a gown.

Any Girl Can Try.

"Any girl, you know," said one of them yesterday, "no matter what her salary or how old she is, can try for this. It's simply sending in a description of the gown she thinks she would like best. Nothing could be more simple."

The meeting lasted fifteen minutes, and the girls are to meet again in a few days to talk about the offer.

Saturday morning a number of the other girls are forming similar meetings to help one another plan and write the letters.

Hundreds of letters are in The Evening World office from girls who hope to secure the prizes. They will be in the hands of the committee in a few days, and the committee itself will be announced and their photographs published.

Forty-three gowns and hats and waists are to be given to the girls who can best describe them. The prizes are enumerated and their values given in an adjoining column. Every girl's letter has an equal chance of winning the gown it describes.

Letters may be sent until midnight of Tuesday, April 2. They should be addressed to The Easter Prize Editor of The Evening World, P. O. Box 254, New York City.

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A CONTEST OF GOOD TASTE AND SHOPPING JUDGMENT.

\$500 EASTER PRIZES \$500

For Girl Wage-Earners.

THE CONDITIONS OF THE CONTEST.

Any girl wage-earner may compete for these prizes. Take The Evening World's advertising columns for your directory, go to the stores and find, if you can, an Easter outfit, a tailor-made Easter gown, an Easter hat or an Easter shirt waist like the one or as nearly as possible like the one you would like to have. Then write a short description of the same; you may obtain this description at the store—and give the price of the article, the date of the store's advertisement in The Evening World, and your own name and address, with the name and address of your employer.

Send this letter to "Easter Prize Editor, Evening World, P. O. Box 254, N. Y. City."

All descriptions will be submitted to a Committee of Five Working Girls selected by Mrs. Herbert Hubbard, Ave., who will pass upon the good taste and shopping judgment of the contestants and make the awards accordingly.

The contest will close at midnight of Tuesday, April 2.

The prizes will be paid in money if preferred.

What Sort of Easter Outfit Would You Like?

Describe It and Win One of These Handsome Prizes.

For the PRETTIEST and MOST ECONOMICAL EASTER OUTFIT consisting of gown, hat, boots and gloves for a girl wage-earner and suggested by a girl wage-earner as representative of the sort of outfit she would wish to have for Easter.

FIRST PRIZE.....\$100 EASTER OUTFIT (including gown, hat, shoes and gloves.)

SECOND PRIZE.....\$75 EASTER OUTFIT (including gown, hat, shoes and gloves.)

THIRD PRIZE.....\$50 EASTER OUTFIT (including gown, hat, shoes and gloves.)

Fourth Prize.....\$25 EASTER GOWN

Fifth Prize.....\$15 EASTER HAT

Sixth Prize.....\$10 EASTER HAT

Seventh Prize.....\$5 EASTER SHIRT WAIST

Eighth Prize.....\$5 EASTER SHIRT WAIST

Ninth Prize.....\$5 EASTER SHOES

What Sort of Easter Gown Would You Like?

Describe It and Win One of These Splendid Prizes.

For the PRETTIEST and MOST ECONOMICAL EASTER COSTUME for a girl wage-earner and suggested by a girl wage-earner as representative of the costume she would wish to have for Easter.

FIRST PRIZE.....\$25 TAILOR-MADE EASTER GOWN

SECOND PRIZE.....\$15 TAILOR-MADE EASTER GOWN

THIRD PRIZE.....\$10 TAILOR-MADE EASTER GOWN

What Sort of Easter Hat Would You Like?

Describe It and Win One of These Valuable Prizes

For the PRETTIEST and MOST ECONOMICAL EASTER HAT for a girl wage-earner and suggested by a girl wage-earner as representative of the sort of hat she would wish to have for Easter.

First Prize.....\$5 EASTER HAT

Second Prize.....\$3 EASTER HAT

Third Prize.....\$1 EASTER HAT

What Sort of Easter Shirt Waist Would You Like?

Describe It and Win One of These Desirable Prizes.

For the PRETTIEST and MOST ECONOMICAL EASTER SHIRT WAIST for a girl wage-earner and suggested by a girl wage-earner as representative of the sort of shirt waist she would wish to have for Easter.

First Prize.....\$10 EASTER SHIRT WAIST

Second Prize.....\$5 EASTER SHIRT WAIST

Third Prize.....\$3 EASTER SHIRT WAIST

Fourth Prize.....\$1 EASTER SHIRT WAIST

Fifth Prize.....\$1 EASTER SHIRT WAIST

Sixth Prize.....\$1 EASTER SHIRT WAIST

RIDLEY'S

Fashion's decree compels you to be in line for the Easter Parade.

Whether you follow the fashion or not, there are certain requisites for early Spring that you must have. We mention some that are indispensable.

WHY NOT COME HERE AND SAVE MONEY?

GLOVES! GLOVES. SILKS.

What lady, or gentleman either, for that matter will allow Easter to arrive without procuring a new pair of gloves? There are some exquisite things ready for your choosing at our glove section. You've all heard of the popular brands, "La Belle," "Victoria."

We have in every charming tint of Spring, and the outlay is so trivial, that all should possess at least one pair of them. All sizes and grades.

20c, 29c, 35c, 59c.

Ladies' Silk Gloves, 50c

DOUBLE CROWN.

regular Dollar Glove; these are a Luthers Dress Kid of merit, 55c one lot at, pairs.....

All White Kid Gloves, just the thing for now, all sizes, both in dressed and undressed kid, in either the Luthers or Marsella Brand, never retailed at less than \$1.35; as a bargain we sell them, in pairs..... 75c

Men's Dress Kid Walking Gloves in great assortments.

Men's Ascot. A special in tans and browns, 95c

LACES.

New dainty and art in designs in new Black Chantilly, Arabian, Venetian and Escorial Net in straight and wavy effects; all widths and true money-worth prices.

All-over Chantilly, Arabian, Venetian and Escorial Net in spring shade of choice and careful selection.

STORES OPEN SATURDAYS FROM 8 A. M. TO 10 P. M.

EDWD. RIDLEY & SONS, 309, 311, 311 1-2 to 321 GRAND ST., NEW YORK CITY.

H. C. F. KOCH & CO.

125th St., West, bet. Lenox and Seventh Aves. OPEN SATURDAYS TILL 9.30 P. M.

Children's Days—Friday and Saturday.

Welcome news for thousands of parents who look to us to dress their children tastefully and stylishly. These items as representative of the decided savings awaiting you here:

For the Girls:

MISSIE'S TAILOR-MADE SUITS, Eton or Blue, of Honiton or Cheviots, all colors, trimmed with ribbon and tany braid, 14 to 18 years, reg. 15.00..... 9.75

MISSIE'S DRESS SKIRTS, of all-wool navy blue or black Cheviots, 7 core flare, lapped seams, 36 to 44 inches long, reg. 7.50..... 4.98

MISSIE'S WALKING OR RAINY-DAY SKIRTS, of fine quality covert cloth, black or colors, heavily stitched with strap seams, 44 to 46 inches long, reg. 8.00..... 5.69

CHILDREN'S DRESSES, of all-wool cashmere, every spring shade, yoke and puff of sleeve of white silk, trimmed with gold ornaments and braid, 4 to 13 yrs., reg. 6.79..... 6.79

CHILDREN'S REEFERS, short or three-quarters length, of all-wool covert cloth, colors tan or cadet, 4 to 13 yrs., reg. 5.00..... 3.98

For the Little Tots:

CHILDREN'S COATS, of cream all-wool Bedford cord, double capes, pretty trimmed with lace, ribbon and silk embroidery, in three styles, 6 mos. to 2 yrs., 3.98

CHILDREN'S COATS, of cream Bedford cord, double cape trimmed with satin ribbon and camp, 6 mos. to 2 yrs., 1.98

CHILDREN'S CLOTH REEFERS, fancy color, also with linen collar having lace insertion, colors tan, green, red or blue, 1½ to 3½ yrs., 2.79

CHILDREN'S CLOTH REEFERS, deep cape, collar and cuffs trimmed with soutache braid, red, blue or tan, 1½ to 3½ yrs., 1.79

CHILDREN'S PORE BONNETS, of plain or homestead cream China silk, trimmed with ribbon and lace ruche, all sizes..... 1.29

CHILDREN'S CAPS, of Bengaline or embroidered China silk, trimmed with lace and ribbon, French and other styles, all sizes..... 98c

For the Boys:

SAILOR SUITS, of all-wool gray mixed Cheviots, navy blue, Cheviot collar, trimmed with 9 rows of silk braid, box plaited sleeves, lanyard and whistle, 1½ to 10 yrs., reg. 2.00..... 1.98

DOUBLE-BREADED SUITS, of all-wool mixed Cheviots, double seated and knees, 7 to 16 yrs., reg. 3.00..... 1.98

THREE-PIECE SUITS, of all-wool mixed Cheviots, single breasted vest, 9 to 10 yrs., reg. 4.50..... 2.98

THE "RUGBY" SCHOOL SUIT, strictly all-wool material, correct shape, durable lining, thoroughly well made, 8 to 16 yrs., a suit without an equal at its price..... 3.00

SPRING TOP COATS, of tan covert cloth, 3 to 10 yrs., reg. 4.75..... 2.98

KILT SUITS, of linen lawn, collar, cuffs and belt of checked Madras, blue, pink or red, 2 to 4 yrs., reg. 1.25..... .98

A CHOICE VARIETY OF BOYS' HATS, CAPS, ETC.—ALL PRICED INTERESTINGLY LOW.

Shoes for Boys and Girls

MISSIE'S BOOTS, of superior quality black kid, lace or button, patent leather tips, hand-sewed welt, sizes 11½ to 2..... 1.84

CHILDREN'S, of same, sizes 8½ to 11..... 1.64

CHILDREN'S BUTTON BOOTS, of tan or black kid, flexible soles, sizes 5 to 8..... 1.25

BOYS' CALF LACE BOOTS, hand-welt, extension soles, sizes 2½ to 5..... 1.79

YOUTHS' of same, sizes 11 to 2..... 1.69

INFANTS' BUTTON BOOTS, in tan or black kid, no heel, sizes 2 to 6..... 69c

Misses' & Children's Hats

MISSIE'S AND CHILDREN'S TRIMMED TAFFETA HATS, plaited brim, tucked tam crown, large homestead taffeta bow, black and all colors, reg. 2.98..... 1.98

CHILDREN'S UNTRIMMED HATS, a great variety of the newest shapes and colors, reg. 69 cents..... 49c

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Everything from the cheapest American designs to the most elaborate foreign productions at lowest prices.

Buy from your decorator or call at our showrooms.

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Cash Coffee

Regular Price 18c. For Three Days On, Friday, Saturday and Monday, We Offer it at This SPECIAL Price

16c

An especially fine lot now on hand. Ten lbs. delivered free within 25 miles.

Money Back If You Want It.

Write for Price List of Teas and Coffees.

Gillies COFFEE Company, 233, 235 237 and 239 Washington St. Between Park Pl. and Barclay St. Established 1840.

If you want a good suggestion as to how to get a job, Put a World Want ad, in Sunday and up situations bob.

Vogel Brothers

42nd St. Cor. 8th Ave.

Grand Spring Opening

OF OUR

Enlarged Boys & Children's Dep't

Friday and Saturday are indeed bargain days in our Boys' and Children's Clothing Department. These days are looked forward to by thousands of careful, value-seeking mothers.

We have enjoyed for years the reputation of supplying more children with good clothes than any other house in America. And why? Because the same careful attention to detail that is given to the finest garments is likewise given to the most moderate priced garment in our store.

Boys' Double-Breasted Suits. The always popular styles for boys from 6 to 15 years.

Blue chevrons and light-colored chevrons, double-breasted suits, special at..... \$2.95

Blue serges, blue rough chevrons and tany light chevrons double-breasted suits; special at..... \$3.95

Light-colored worsteds, wide wale blue serges and elegant high-color novelty chevrons in double-breasted suits; special at..... \$4.95

Sailor Suits. We are showing a vast assortment of these stylish suits for boys from 3 to 10.

Blue Cheviot Sailor Suits, handsomely edged with white, red and blue soutache, regular \$3 suit; special at..... \$1.95

Fancy colored Cheviot and Serge Sailor Suits, embroidered and prettily trimmed, regular \$4.00 suits; special at..... \$2.95

A most elegant line of plain color serge and stripe serge sailor suits at the special price of..... \$4.95 and \$3.95

Small Boys' Russian Blouse Suits. Sizes 3 to 6.

Blue cheviot Russian blouse suits, with patent leather belts and bloomer pants, cut in the military style; special at..... \$2.95

Fancy chevrons and blue serge Russian blouse suits; special at..... \$3.95

High color serges in Russian blouse suits; special at..... \$4.95

Small Boys' Vestee Suits. Sizes 3 to 8.

Handsome little 3-piece suits, double-breasted vests, blue chevrons and light fancy chevrons, prettily trimmed, regular \$3.00 suits; special at..... \$1.95

Blue serges, red serges and high color chevrons, in vestee suits; regular values \$4.00 and \$5.00; regular special at..... \$2.95

Boys' Spring Overcoats. In the newest fabrics, made in the nobby box style, sizes 6 to 15, and the new Russian military style, sizes 2½ to 6, at..... \$2.95, \$3.95 & \$5.95

SPECIAL early spring sale of 1,000 pairs of Boys' Medium Weight Knee Pants, sizes 4 to 14, in blue and Oxford Cheviots, worth 75c. a pair, at the special price of..... 49c

SPECIAL sale of 100 dozen Boys' new Spring laundered Colored Shirts, sizes 12 to 14, regular 75c. shirt, at..... 49c.

Vogel Brothers

42nd St. Cor. 8th Ave.

OPEN SATURDAY EVENING UNTIL 10.30.

LIKE LINES IN A SCOTCH PLAID



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The Spring Renting Season is here. People are thinking about moving. Advertise your Houses, Flats and Apartments to Let in The World.

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